

**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICELIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*<sup>TM</sup> is <http://www.fss.gsa.gov>.

**The Professional Services Schedule**

**Special Item Number 541-2/541-2RC: Public Relations Services**

**Special Item Number 541-5/541-5RC: Integrated Marketing Services**

**Special Item Number 541-1000/541-1000RC: Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours**

**Widmeyer Communications, Inc.  
1129 20<sup>th</sup> Street, NW, Suite 200  
Washington, DC 20036  
Phone Number: (202) 667-0901  
Fax Number: (202)667-0902  
Website: [www.widmeyer.com](http://www.widmeyer.com)**

Contract Administrator: Jason Smith, [Jason.smith@finnpartners.com](mailto:Jason.smith@finnpartners.com)

**Contract Number: GS-23F-0141L  
Contract Period: March 20, 2001 – March 19, 2021  
Pricelist effective through: PS-0018, effective March 18, 2016**

**Business Size: Large**



## Customer Information

- 1a. **Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).**  
Special Item Number 541-2/541-2RC: Public Relations Services  
Special Item Number 541-5/541-5RC: Integrated Marketing Services  
Special Item Number 541-1000/541-1000RC: Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours
- 1b. **Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.**  
  
SIN 541-2 and 541-5: Intern \$45.82/hr  
SIN 541-1000: VHS to VHS copies: 30 minutes or less \$15.00
- 1c. **If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.**  
Please see "Labor Category Descriptions".
2. **Maximum order:**  
\$1,000,000.00 for SINs 541-2, 541-2RC, 541-5, 541-5RC, 541-1000, 541-1000RC
3. **Minimum order:** \$100.00
4. **Geographic Coverage:** Domestic delivery only
5. **Point(s) of production:** Not Applicable
6. **Discount:** Pricing shown herein are net.
7. **Quantity Discounts:**  
\$100,000 - \$249,999 0.5% discount  
\$250,000 - \$999,999 1% discount

- 8. Prompt Payment Terms: 2% 10 days; net 30 days**
- 9a. Government Purchase Cards are accepted below the micro-purchase threshold.**
- 9b. Government Purchase Cards are accepted above the micro-purchase threshold.**
- 10. Foreign Items: Not Applicable**
- 11a. Time of Delivery: To be negotiated at the Task Order level**
- 11b. Expedited Delivery: Contact Widmeyer Communications, Inc**
- 11c. Overnight and 2-day Delivery: Contact Widmeyer Communications, Inc**
- 11d. Urgent Delivery: When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of any ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephone replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.**
- 12. F.O.B Point: Destination**
- 13a. Ordering Address:**  
Widmeyer Communications, Inc.  
1129 20<sup>th</sup> Street, NW, Suite 200  
Washington, DC 20036  
Phone Number: (202) 667-0901  
Fax Number: (202)667-0902
- 13b. Ordering Procedures: For Supplies and Services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) and a sample BPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).**
- 14. Payment Address**  
Widmeyer Communications, Inc.  
1129<sup>th</sup> Street, NW, Suite 200  
Washington, DC 20036  
Phone Number: (202) 667-0901  
Fax Number: (202)667-0902
- 15. Warranty Provisions: Not Applicable**

16. **Export Packing Charges:** Not Applicable
17. **Terms and conditions of Government Purchase Card Acceptance:** None
18. **Terms and conditions of rental, maintenance, and repair:** Not Applicable
19. **Terms and conditions of installation:** Not Applicable
20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:** Not Applicable
- 20a. **Terms and conditions for any other services:** Not Applicable
21. **List of service and distribution points:** Not Applicable
22. **List of participating dealers:** Not Applicable
23. **Preventative maintenance:** Not Applicable
- 24a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** Not Applicable
- 24b. **If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/). Not Applicable.**
25. **Data Universal Number System (DUNS) Number:** 196681498
26. **Widmeyer Communications, Inc is registered with the System for Award Management database. Registration is current through its expiration date on 07/09/2016.**
27. **Uncompensated Overtime:** None

<b>Widmeyer Communications Inc Awarded GSA Pricelist</b>		
<b>LABOR CATEGORY</b>	<b>GSA RATEWITH IFF</b>	<b>LABOR CATEGORY</b>
541-2/541-5	Management Personnel (Level 1)	\$ 201.60
541-2/541-5	Senior Personnel (Level 1)	\$ 196.15
541-2/541-5	Vice President (Level 1)	\$ 185.25
541-2/541-5	Assistant Vice President	\$ 147.11
541-2/541-5	Senior Associate	\$ 125.13
541-2/541-5	Senior Account Manager	\$ 114.50
541-2/541-5	Account Manager	\$ 108.97
541-2/541-5	Senior Account Executive	\$ 103.52
541-2/541-5	Account Executive	\$ 98.07
541-2/541-5	Executive Assistant	\$ 62.40
541-2/541-5	Fellow	\$ 65.38
541-2/541-5	Intern	\$ 45.82
541-2/541-5	Senior Vice President	\$ 190.70
541-2/541-5	Illustrator	\$ 114.50
541-2/541-5	Senior Designer	\$ 114.50
541-2/541-5	Project Manager	\$ 83.82
541-2/541-5	Graphic Designer	\$ 83.82

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire The Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

**Special Item Number 541 1000 - Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours**

<b><i>Brochures:</i></b>	
Process color with a finished size of 9"x12" and a printed quantity of 50,000	\$26,250
Two-colors with a finished size of 4"x8" and a printed quantity of 5,000	\$6,400
Folders: Printed in three colors on heavy paper stock with an emboss and two pockets. Final size 9"x12" and a printed quantity of 10,000	\$11,964
18 pages self-covered printed, 4 color process, 80LB Birch Text, stock, trimmed folded and saddle stitched and a quantity of 1,000	\$4,875
<b><i>Publications: Newsletters</i></b>	
Eight page, process color publication, printed size of 9"x12" Quantity: 50,000	\$54,589
Three colors finished size 8½"x11" Quantity: 1,000	\$6,180
<b><i>Advertising:</i></b>	
Radio- 30-second radio spots, placement multiple times two-day period	\$5,115
Metro Station Posters: 18 station dioramas, 1 one month	\$10,000
Print: 6 newspapers, ¼ page B&W ran 1 to 4 times each paper (OHIO)	\$44,109
<b><i>Audio Recording Studio:</i></b>	
4 Audio Studio Hours, cost + ½ hour rate after 6 PM	\$990
1 Audio Studio Hour	\$165

Awarded Other Direct Costs (ODCs) are comprised of the descriptions listed and are directly applicable to the services provided. Agency orders may alter the type, quantity and timing of each component and thus result in a lower/higher price for specific requirements. The Contractor is advised that based on the specific task identified at that task order level, Clause 552.238-75 Price Reductions may be used to provide proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded ODC's *as specified without* a modification to this contract.

All Other Direct Costs not listed above will be subject to a discounted fee of 5%.

**A. Video Production**

Rates shown on Widmeyer Communication, Inc.'s Video Rate Card are inclusive of all fees, with the exception of Producer/Directors time for the items show on page 7.

WIDMEYER COMMUNICATIONS VIDEO RATE CARD (Effective 10/15/99)

Camera package – location shoot/Full-day

2 person crew with full production package	\$ 1,350 per/day**
1 person will full production package	\$ 1,050 per/day
ENG production package (1 person)	\$ 800 per/day

\*Full production package includes Betacam-SP camera, complete lighting and audio kits (incl. Wireless, shotgun mics), field monitor, etc.\*\* A production day is 8 hours portal to portal.

Camera package – location shoot/Half-day

2 person full package	\$ 850 per/day
1 person full package	\$ 600 per/day
ENG	\$ 500 per/day

Studio shoot packages Please ask for quotes

<u>AVID Editing</u> (in-house)	\$ 175 per/hour
With TWBG editor	\$ 130 per/hour
Without editor (Business hours)	\$ 95 per/hour
Without editor (after 6 pm/weekends)	

Duplication Services (including tape stock)

VHS to VHS copies – 30 minutes or less	\$ 15
30 – 60 minutes	\$ 25
60 – 120 minutes	\$ 40
Betacam to VHS 30 minutes or less	\$ 25
30 – 60 minutes	\$ 50
Over 60 @ \$50 per/hour	
Betacam to ¾" 30 minutes or less	\$ 35
30 – 60 minutes	\$ 55

Betacam to Betacam (plus tape stock) \$75 per hour with ½ hour minimum

Betacam Stock Costs

Beta SP 10 min.....	\$20 per tape
20 min.....	\$25
30 min.....	\$30
60 min.....	\$50
90 min.....	\$70

Audio Duplication

Dubbing of audio tapes will be charged at \$25 per hour plus \$5 per tape.

Music Rights

\$100 per needle drop. Buyout rate are available on some programs (i.e., unlimited needle drops per 10 minutes, etc.)

Narration recording and editing

\$175 per/hour

Stock Footage from our in-house library

\$30 per second/ \$ per second, government rate

Widmeyer Communications, Inc. offers to the government a reduced rate for stock footage, from our in-house library, of \$15.00 per second as shown on the Video Rate Card.

These rates include Producer/Director time with exception of the following:

- a. Scriptwriting
- b. Logistics
- c. Location scouting
- d. Casting
- e. Meetings, an
- f. Gathering Stock Footage

Fee for these services are:

Producer/Director	\$75.00 per/hour
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## **Labor Category Descriptions**

### **Management Personnel (Level 1)**

Minimum Years of Experience: Must have 30 or more years of experience

Functional Responsibility: Management Personnel has demonstrated experience in all aspects of public relations and a solid record in providing successful strategic counsel to decision makers in a variety of sectors. Primary responsibilities include, approving business objectives for the firm, including revenue goals and new business, strategic and crisis communication consulting, promoting the firm and its clients at industry functions and building the firm's leadership team to meet business objectives and client needs.

Minimum Years of Education: Bachelors degree

Certifications required, if any: None

### **Senior Personnel (Level 1)**

Minimum Years of Experience: Must have more than 15 years

Functional Responsibility: Senior Personnel has a comprehensive understanding of strategic business issues affecting clients and understanding of public relations. Ultimately, he/she is responsible for the work of multiple account teams. Primary responsibilities include advising on complex communications strategies and issues, communicating practice issues with executive management and setting performance standards for the firm's largest accounts.

Minimum Years of Education: Bachelors Degree

Certifications required, if any: None

### **Vice President**

Minimum Years of Experience: Must have 12-15 years of experience

Functional Responsibility: A Vice President has a proven track record in strategic and crisis communications and has a high-level ability to think strategically and creatively. He/she serves in a leadership capacity and manages various aspects of client accounts. Primary responsibilities include maintaining daily contact with senior client counselors, assisting with the implementation of communication plans and writing proficiently on a number of industry topics.

Minimum Years of Education: Must have a Bachelors degree.

Certifications required, if any: None

### **Assistant Vice President**

Minimum Years of Experience: Must have 10 or more years of experience

Functional Responsibility: An Assistant Vice President develops client relationships and provides ongoing strategic counsel. Primary responsibilities include understanding client's business and managing the day-to-day implementation of client programs, developing long term plans and program recommendations, managing junior staff, creating and tracking budgets, developing sophisticated messages that align with client objectives, responding to and developing materials on complex issues, building complete communication plans and providing client updates demonstrating the account teams value add to overall strategy.

Minimum Years of Education: Bachelors Degree

Certification required, if any: None

### **Senior Associate**

Minimum Years of Experience: Must have 8-10 years of experience

Functional Responsibility: A Senior Associate is responsible for managing and directing several client accounts at once. Primary responsibilities include advising clients on effective communications strategies, planning media events, writing comprehensive communication plans, organizing Capitol Hill briefings, launching national campaigns and building and retaining relationships with reporters.

Minimum Years of Education Required: Bachelors Degree

Certifications required, if any: None

### **Senior Account Manager**

Minimum Years of Experience: Must have 6-8 years of experience

Functional Responsibility: A Senior Account Manager is responsible for directing the daily activities of account supervisors to insure proper agency service on one or multiple client accounts. Primary responsibilities include developing and executing client strategy documents, acting as the direct client contact when the account lead is unavailable for internal or external communication, providing strategic counsel to clients and meeting with client representatives to ensure established strategies are being executed successfully.

Minimum Years of Education Required: Bachelors Degree

Certifications required, if any: None

### **Account Manager**

Minimum Years of Experience: Must have 5-7 years of experience

Functional Responsibility: An Account Manager manages certain account teams and the day-to-day activities of targeted client projects to ensure work meets the client objectives. Primary responsibilities include reviewing materials developed by junior staff, handling special media inquiries, approving pitches to reporters, maintaining clear and consistent communication between the client and account team.

Minimum Years of Education Required: Bachelors Degree

Certifications required, if any: None

### **Senior Account Executive**

Minimum Years of Experience: Must have 4-6 years of experience

Functional Responsibility: A Senior Account Executive partners with the Account Executives in carrying out client's business and communication goals and maintains frequent contact with clients. Primary responsibilities include drafting advanced-level materials on complex issues, including strategic documents, press releases, reports, background memos and 3<sup>rd</sup> party correspondence, developing and implementing media pitches, managing media inquiries and reviewing materials prepared by junior staff

Minimum Years of Education: Bachelors Degree

Certification Required, if any: None

### **Account Executive**

Minimum Years of Experience: Must have 2-3 years of experience

Functional Responsibility: An Account Executive provides a variety of communication support to multiple client accounts. Primary responsibilities include writing and distributing basic communication materials, including pitch letters, news releases, and background documents, creating media lists, coordinating production and distribution of client material with internal service departments and conducting general outreach to reporters.

Minimum Years of Education: Bachelors degree

Certification required, if any: None

### **Intern**

Minimum Years of Experience: None

Functional Responsibility: An intern provides general administration and logistical support to the client. Primary responsibilities include assisting client account teams with research, media lists, event building and media clip maintenance.

Minimum Years of Education: Bachelors Degree

Certifications required, if any: none

### **Fellow**

Minimum Years of Experience: None

Functional Responsibility: A fellow provides general administration and logistical support to the client. Primary responsibilities include assisting client account teams with research, media lists, event building and media clip maintenance.

Minimum Years of Education: Bachelors Degree

Certifications required, if any: none

## **Creative Services Description**

### **Senior Designer**

Minimum Years of Experience: Must have 4-6 years of experience

Functional Responsibility: The Senior Graphic and Web Designer oversees the development of graphics for web and print material, including collateral, websites, television ads and campaign launches. Primary responsibilities include meeting with clients and assessing their needs, creating logos, designing webpage layout, determining technical requirements, updating websites, creating back up files and solving code problems.

Minimum Years of Education: Bachelors Degree

Certifications required, if any: None

### **Executive Assistant**

Minimum Years of Experience: Must have 4-5 years of experience

Functional Responsibility: The Executive Assistant must have excellent communication skills. Primary responsibilities include managing the day-to-day schedules of the Executive team. Must be able to multi task projects.

Minimum Years of Education: Bachelors Degree

Certifications required, if any: None

### **Graphic Designer**

Minimum Years of Experience: Must have 4-6 years of experience

The Graphic Designer oversees the development of graphics for web and print material, including collateral, websites, television ads and campaign launches. Primary responsibilities include meeting with clients and assessing their needs, creating logos, designing webpage layout, determining technical requirements, updating websites, creating back up files and solving code problems.

Minimum Years of Education: Bachelors Degree

Certifications required, if any: None

### **Project Manager**

Minimum Years of Experience: Must have 10 or more years of experience

Functional Responsibility: A Project Manager is responsible for developing and executing a project budget and timeline. He/she oversees workflow through the development stage and works with the

Director of Digital Production to move work into production. Primary responsibilities include scoping projects with input from account and creative teams, monitoring project workflow and budgets, and conducting status meetings.

Minimum Years of Education: Bachelors degree

Certifications required, if any: None

### **Senior Vice President**

Minimum Years of Experience: Must have 15 years of experience

Functional Responsibility: A Senior Vice President serves as a senior strategist and counselor to clients. He/she develops and evaluates top-line strategy to meet business objectives. Key responsibilities include overseeing account financials and ensuring team billability and account profitability, taking responsibility for bottom-line results, developing and implementing high-level communication strategy, closely monitoring account management, with focus on exceeding client satisfaction, and building client account teams.

Minimum Years of Education: Bachelors Degree

Certifications required, if any: None

### **Illustrator**

Minimum Years of Experience: Must have 5-7 years of experience

Functional Responsibility: The Illustrator must be able to use common media to illustrate media projects from simple to complex. Develops preliminary or final illustrations and/or drawings. Renders preliminary or final drawings.

Minimum Years of Education: Bachelors Degree

Certifications required, if any: None